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(54) Greeting card combined with
item of wearing apparel

(57) A greeting card gift package 10 having an initial message provided along one substantially planar surface (17b), a continuation of the message, typically a "punch line" arranged along another substantially planar surface 17c wherein the aforementioned planar surfaces are arranged so that when one is being viewed, the remaining one is not in view; and including an enclosure for receiving and releasably storing a folded item of wearing apparel e.g. a T-shirt, having a message emblazoned thereon and which is a continuation of, related to, or shares at least one common feature with the message portions referred to hereinabove. The greeting card is either provided with a self-mailer structure forming an in-

tegral part of the greeting card or, alternatively, a separate mailer for neatly and compactly housing the greeting card and to facilitate its mailing.

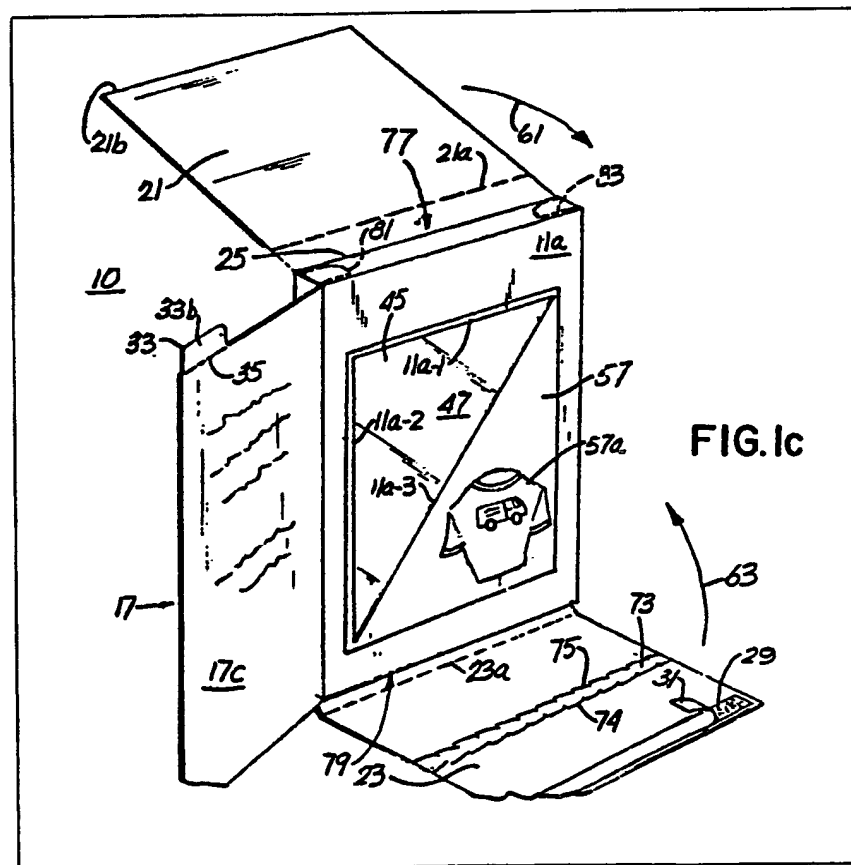


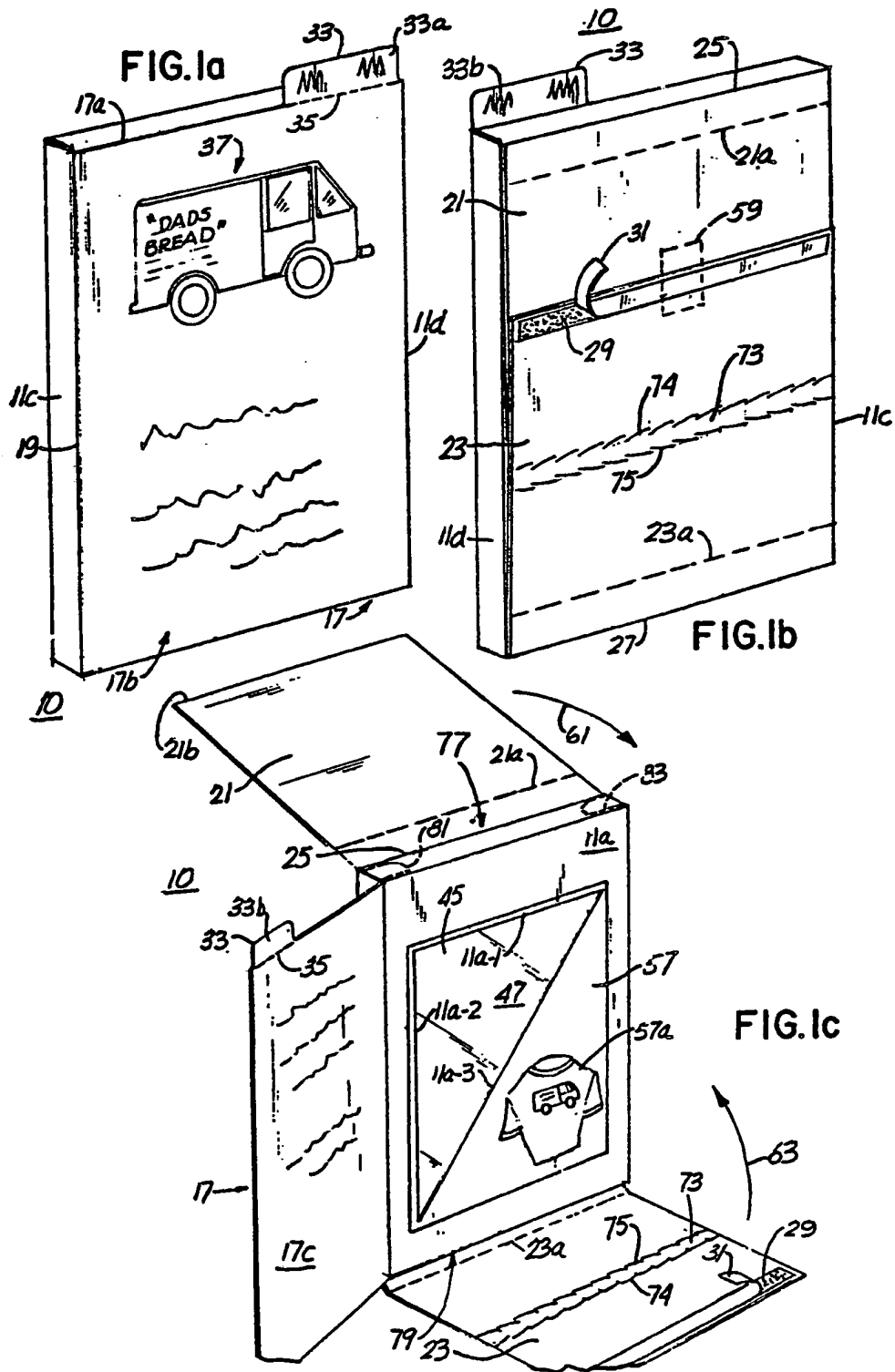
FIG. 1c

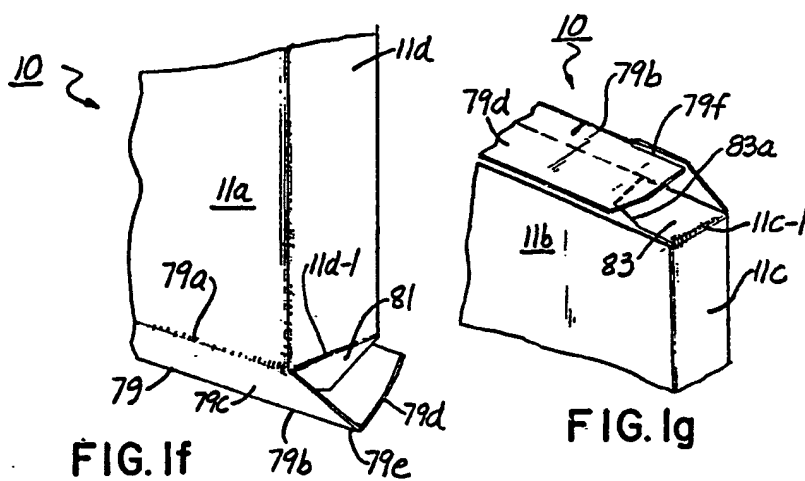
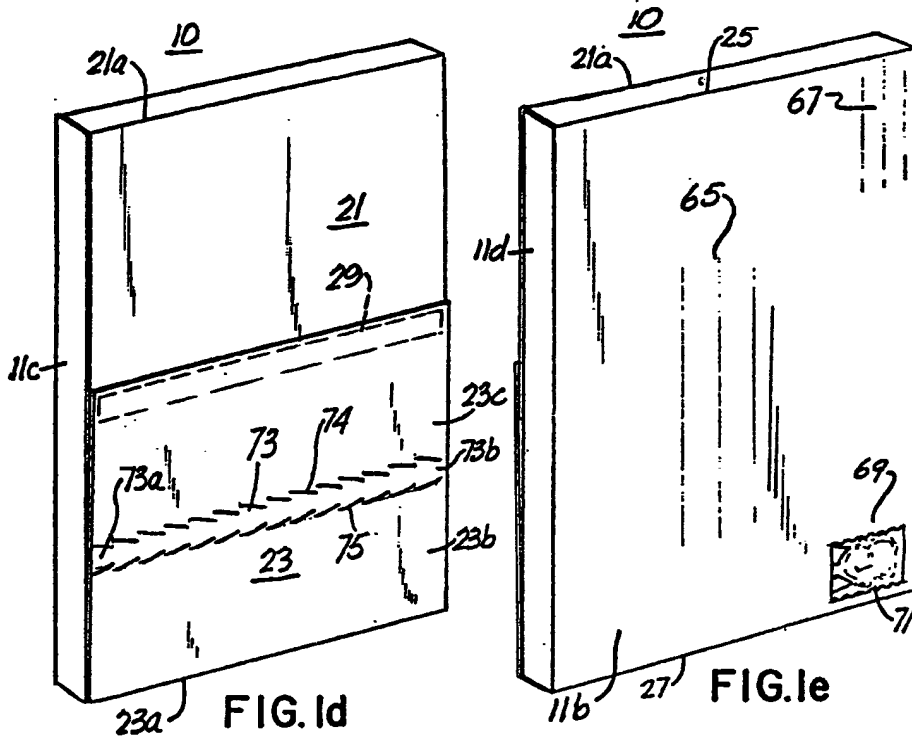
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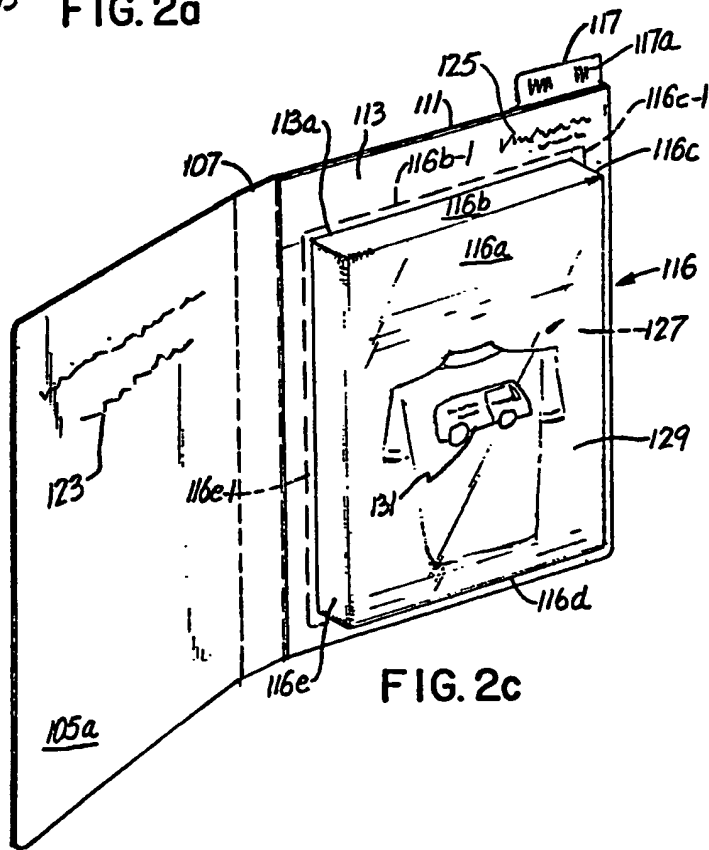
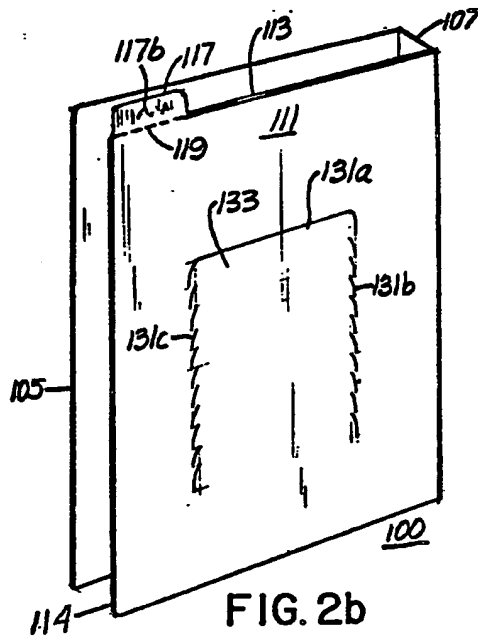
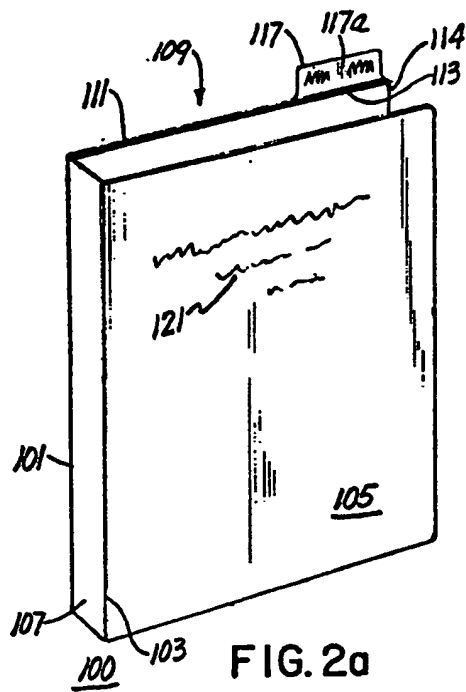
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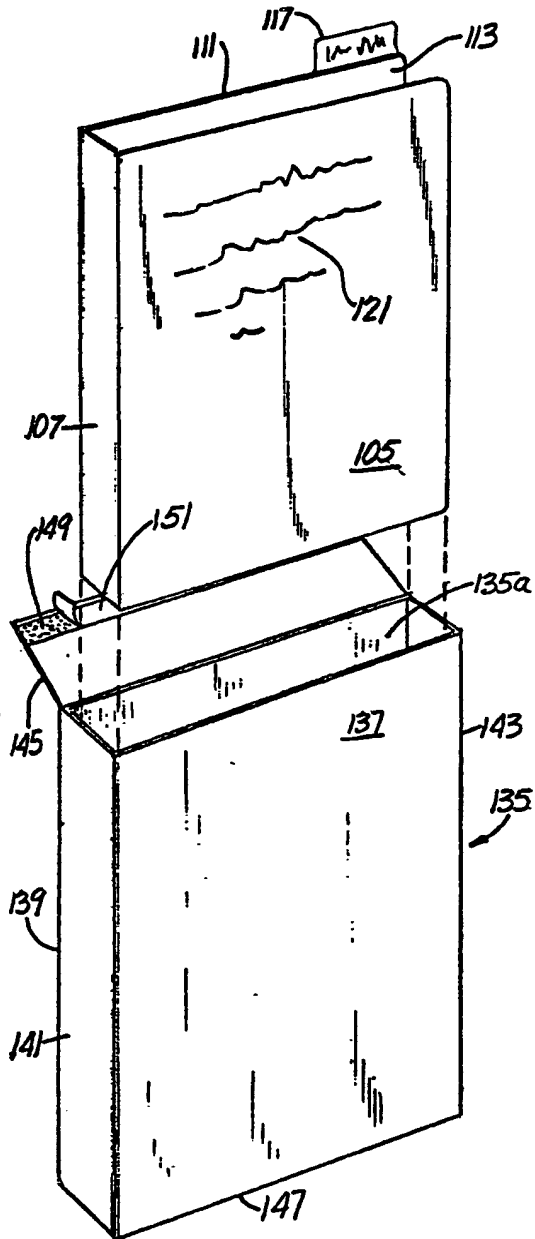


FIG. 2d

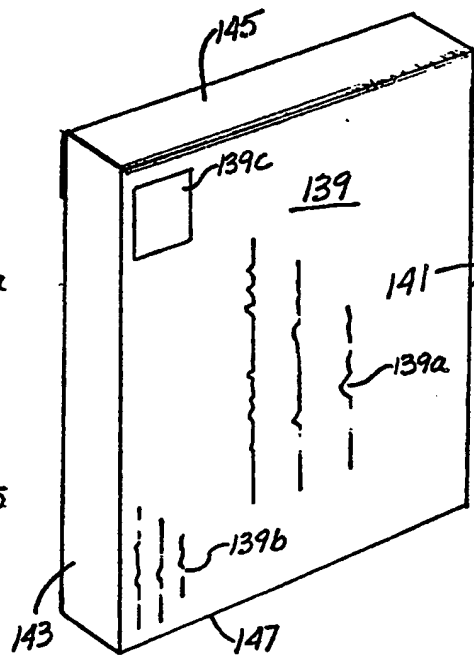


FIG. 2e

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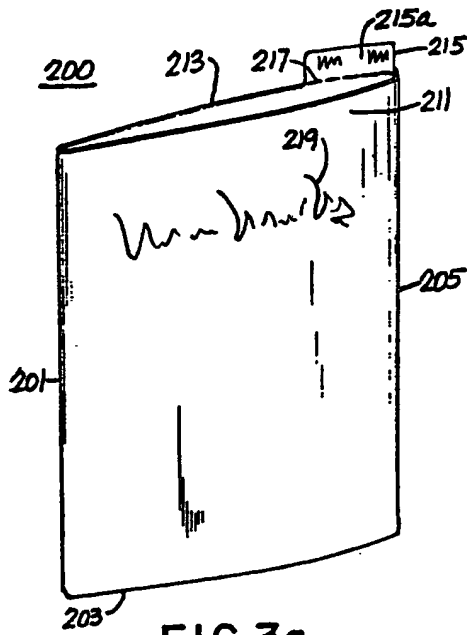


FIG. 3a

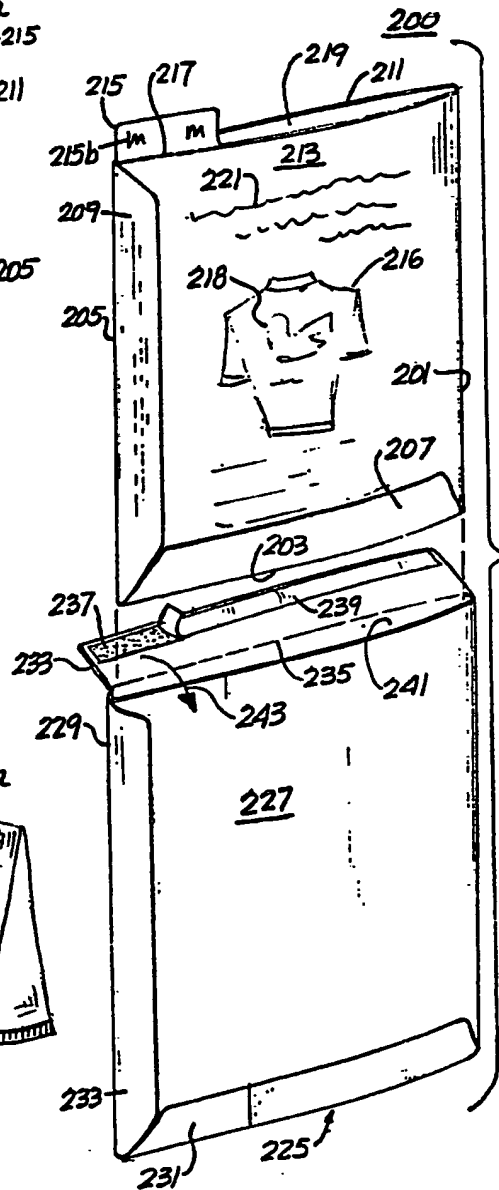


FIG. 3b



FIG. 4

SPECIFICATION

Greeting card combined with item of wearing apparel

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FIELD OF THE INVENTION

The present invention relates to greeting cards and more particularly to greeting cards incorporating an article of wearing apparel which, when removed from the greeting card, constitutes an extension of the greeting card message.

BACKGROUND OF THE INVENTION

Greeting cards are typically personal items in the sense that they are shared only by the purchaser of the card and its recipient. Although the recipient may certainly share the card with friends, relatives and loved ones, such conventional greeting cards cannot be shared, so to speak, "with the world" and in a way that the recipient can share its message with the world at large without having to display the greeting card.

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BRIEF DESCRIPTION OF THE INVENTION

The present invention is characterized by comprising a novel combination greeting card/gift package having at least first and second surfaces disposed from one another in such a way that they are not normally viewable simultaneously. An appropriate message and/or graphic pattern is provided on a first one of said surfaces. A continuation of the message, typically the "punch line" may be provided upon the remaining one of the aforesaid surfaces. An article of wearing apparel, preferably a shirt, is folded and placed within an enclosure typically arranged either on or between the aforementioned surfaces. The preferred type of shirt is a T-shirt which has emblazoned thereon a message which is either common with the aforesaid message of "punch line" or which is an extension thereof or which is substantially identical to at least a portion of either the message of the "punch line". The aforementioned subject matter printed or otherwise formed on the T-shirt is arranged in such a way as to be emblazoned thereon and functioning, so to speak, in the manner of a "billboard" announcing to the world the fact that the T-shirt wearer is the recipient of the message printed thereon and is sharing the message with the world and preferably including further indicia to indicate that the T-shirt is a gift.

In one preferred embodiment, the card is in the form of a hollow, substantially flat sleeve having two major surfaces and being open at one end to receive the article of wearing apparel. The initial part of the greeting card message is provided on one major surface, the continuing or "punch line" part is provided on the remaining major surface and printed matter related to, or substantially

equal to a portion of the aforesaid message, is boldly printed upon the article of wearing apparel. A separate mailer enclosure is preferably provided for placing the greeting card in the mail.

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In still another alternative embodiment, the greeting card comprises a front panel hingedly connected to a substantially flat housing, preferably in the form of a rectangular parallelepiped and provided with at least one closure flap for releasably sealing the hollow interior region of the enclosure which receives the item of wearing apparel. The initial part of the greeting card message is provided on the front of the front panel. The continuation of the greeting card message is provided on at least one of the interior faces of the greeting card structure and is exposed to view when the front panel is swung open. The enclosure is preferably provided with a window covered with a thin, transparent material such as cellophane, to expose at least a portion of the article of wearing apparel arranged within the enclosure. Preferably, at least a portion of the message provided upon the article of wearing apparel is exposed within said window.

The greeting card constitutes a self-mailer having at least one, and preferably first and second hingedly mounted flaps which occupy a first position exposing the front cover panel and arranged to be swung to a second position enclosing the front cover panel and completely sealing the greeting card structure to facilitate its being placed in the mail.

In a third alternative embodiment, the greeting card comprises a substantially stiff sheet of paper board or like material which is scored, bent or otherwise prepared to form a central spine and hingedly connected integral front and back covers. A transparent "blister-type" enclosure is preferably secured to the inside back cover and encloses an article of wearing apparel which has been neatly folded before insertion into the "blister-type" enclosure. The width of the spine is preferably substantially equal to the depth of the "blister-type" enclosure to provide a neat, compact arrangement when the greeting card is closed. The initial part of the greeting card message is arranged upon the outside front cover and continues on at least a portion of either the inside front or inside back cover. The printed matter emblazoned on the article of wearing apparel is either a continuation of, or is common to, at least a portion of the greeting card message arranged on the inside and outside faces of the greeting card. A tearaway pattern is preferably die-cut or otherwise formed in the inside back cover to facilitate removal of the article of wearing apparel. A separate box-shaped mailer formed of a suitable stiff paper board or cardboard material is provided for placing the last-mentioned greeting card in the mail, said mailer being provided with at least one releasable

closing flap to facilitate both insertion and removal of the greeting card.

Each of the aforementioned embodiments is designed to be displayed, for example, on a
 5 greeting card display rack to facilitate selection and promote and induce the sale of the merchandise. In one preferred embodiment, wherein the item of wearing apparel comprises a T-shirt, the purchaser of the greeting
 10 card will have two objectives in mind, namely the type of message or occasion for which the card is being purchased, and the selection of a greeting card having a T-shirt which is the proper size for the recipient. To facilitate this,
 15 each of the above-described alternative embodiments are provided with a tab which preferably projects upwardly from the top edge thereof and which is easily and readily removed prior to mailing by tearing along the
 20 perforation. The tab contains printed matter identifying the nature of the card such as birthday, anniversary, etc. and further identifying the size of the garment, such as small, medium, etc.
 25 As was mentioned hereinabove, indicia resembling the cancellation mark placed upon a postage stamp is preferably prominently displayed upon the T-shirt preferably in close proximity to the message printed thereon,
 30 indicating to the observer that the T-shirt has been mailed to the recipient, i.e., that the recipient has received a unique greeting card in the mail and is sharing its message with the world in much the same way as a conventional billboard message is shared.
 35

OBJECTS OF THE INVENTION AND BRIEF DESCRIPTION OF THE FIGURES

It is, therefore, one object of the present
 40 invention to provide a novel greeting card combined with an article of wearing apparel thereby combining greeting and gift giving as well as affording the gift giver the ability to provide a message conveyed to the recipient,
 45 as well as those around the recipient, when the recipient "wears" the message.

Still another object of the present invention is to provide a novel greeting card, gift combination in which the message to be conveyed
 50 is provided on both the greeting card and the gift and in which the greeting card is so designed as to facilitate its being placed in the mail.

The above, as well as other objects of the
 55 invention, will become apparent when reading the accompanying description of the drawings in which:

Figures 1a and 1b respectively show front and rear perspective of a self-mailer greeting
 60 card package arranged for display on a display rack.

Figure 1c is a perspective view showing the manner in which the top and bottom flaps and front cover of the package of Fig. 1a may
 65 be unfolded.

Figures 1d and 1e respectively show front and rear perspective views of the package of Fig. 1a with the flaps of Fig. 1c being folded preparatory to mailing.

70 *Figures 1f and 1g* are perspective views of a portion of the package of Fig. 1a showing the closure flap for releasably closing the package compartment housing the item of wearing apparel, said closure flap being
 75 shown in the partially open position.

Figures 2a and 2b show front and rear perspective views respectively of another alternative greeting card embodiment of the present invention and showing the greeting card
 80 in the position normally occupied for display upon a greeting card display rack.

Figure 2c is a perspective view of the alternative embodiment of Figs. 2a and 2b showing the front cover partially open.

85 *Figure 2d* is a perspective view showing the greeting card embodiment of Fig. 2a in the closed position and in the position for insertion into a mailer.

Figure 2e shows a rear perspective view of
 90 the mailer of Fig. 2d.

Figure 3a shows a front perspective view of still another greeting card embodiment of the present invention.

Figure 3b shows a rear perspective view of
 95 the embodiment of Fig. 3a further showing the mailer for receiving the greeting card embodiment of Fig. 3a.

Figure 4 shows a front view of a T-shirt which may be packaged within any of the
 100 greeting card embodiment of Figs. 1 through 3b.

DETAILED DESCRIPTION OF THE INVENTION AND THE PREFERRED EMBODIMENTS THEREOF

Considering the greeting card embodiment of Figs. 1a through 1f, said greeting card comprises a combination greeting card/gift package 10 preferably formed of a stiff material such as, for example, paperboard. The
 110 package 10 may be formed from a single blank which is cut and scored in such a manner as to enable the blank to be folded to form a main housing portion 11, having front and rear surfaces 11a and 11b, left and right-hand side surfaces 11c and 11d, and releasable closing flaps 77 and 79 respectively arranged at the upper and lower ends of the housing 11.

120 An integral front cover 17 is hingedly connected to housing 11 along a hinge line 19 which may, for example, be a score line.

Integral top and bottom flaps 21 and 23 are hingedly mounted to housing 11 along
 125 hinges or score lines 25 and 27 respectively. Additional score lines 21a and 23a are provided to fold flaps 21 and 23 therealong to facilitate the formation of a neat, compact appearance when the package 10 is folded and sealed for mailing.
 130

Flap 21 is provided with a pressure sensitive adhesive surface 29 arranged near its free edge 21b. The pressure sensitive adhesive 29 is normally covered with a cover strip 31, shown partially pulled away from the pressure sensitive adhesive 29 in Fig. 1c to prevent flap 21 from being inadvertently sealed prior to the time that the package 10 is being closed in preparation for mailing.

- 10 The front cover 17 is provided with an integral upwardly extending index tab 33, a linear perforation 35 extending along top edge 17a of front cover 17, facilitates removal of the tab 33 so that when torn away, 15 perforation 35 leaves a relatively smooth edge which does not detract from the aesthetic appearance of the greeting card package 10. The front and rear surfaces 33a and 33b of tab 33 are provided with printed matter to 20 provide two types of information. More specifically, surfaces 33a and 33b are preferably provided with printed matter identifying the size of the item of wearing apparel (to be more fully described) housed within greeting 25 card package 10. For example, in the case of a T-shirt, indicia such as "S", "M" or "L" may be boldly printed on surfaces 33a and 33b to serve as an indication of the size of the T-shirt, the aforementioned letter designations 30 representing small, medium and large size T-shirts.

- The second type of information preferably provided on surfaces 33 and 33b is an indication of the type of card and may, for example, 35 identify the nature of the card or the type of occasion for which the card is intended. More specifically, printed matter may be provided on surfaces 33a and 33b to indicate that the card is proper for a birthday, an anniversary, a 40 wedding, a blessed event, and so forth. Tab 33 thus serves to facilitate selection of the proper card for the desired occasion, as well as facilitating a selection of a card whose item of wearing apparel is of a size appropriate for 45 the recipient of the card. The tab 33 is removed prior to mailing of the greeting card package 10 and therefore does not detract from the neatness and aesthetic appearance of the greeting card package 10.

- 50 Figs. 1a and 1b show the greeting card package 10 with flaps 21 and 23 arranged against rear surface 11b and with front cover 17 closed so that its inside surface 17c rests against front surface 11a of housing 11. With 55 the flaps 21 and 23 and front cover 17 disposed in this manner, the greeting card package 10 is adapted to be displayed, for example, upon a display rack (not shown) in a manner which is advantageous toward the 60 observation and selection of the card 10. If desired, the card 10 may easily be lifted from the display rack by a potential purchaser for the purposes of making a closer observation.

- The outside surface 17b of front cover 17 65 is provided with printed matter in accordance

with the particular occasion for which the greeting card package 10 is intended. For example, the printed matter may comprise message portion 37, a portion having graphic 70 matter 39 such as, for example, a picture, caricature, cartoon or sketch, for example, or may include both a message portion 37 and graphic matter 39.

- By swinging front cover 17 about hinge 19 75 from the closed position shown in Fig. 1 to the open position shown, for example, in Fig. 1c, inside front cover 17c and the front face 11a of housing 11, are exposed to view. A message portion 41, which is a continuation 80 of the message 37 and/or 39 on front cover 17b may be provided on inside front cover 17c. Alternatively, a message portion 43 may be provided on the front surface 11a of housing 11, or message portions 41 and 43 85 may both be provided, which message portions are typically related to, or a continuation of, the message 37 (and/or 39) on front cover 17b. The continuing message portion 90 provided inside the card 10 is quite often in the form of a "punch line". As an example, the graphic portion 39 provided on front cover 17b, depicts a bread delivery truck. The side panel of the bread delivery truck carries the name "DAD'S BREAD". When the front 95 cover 17 is swung open, the interior message, in the form of a "punch line" and which message may appear either on inside front cover 17c or front surface 11a of housing 11, or both, reads "THANKS FOR REGULAR DE- 100 LIVERIES". A greeting card 10 of this type is thus appropriate for a son or daughter to show his or her appreciation for their father's regular assistance and support, for example.

- The front surface 11a of housing 11 is 105 provided with a triangular shaped opening or window 45 defined by horizontal and vertical edges 11a-1 and 11a-2 respectively and diagonally aligned edged 11a-3, collectively forming triangular shaped window 45. Win- 110 dows 45 is preferably covered with transparent plastic sheet 47, which, while sealing window 45, facilitates observation of the contents of housing 11, which is an item of wearing apparel preferably folded in such a way as to 115 neatly fit within housing 11.

- In the preferred embodiment of the present invention, the item of wearing apparel is preferably a T-shirt 51, as shown in Fig. 4, having printed matter 53 arranged across the 120 chest portion of T-shirt 51. The printed matter 53 is either related to, an extension of, or is common to at least a portion of the printed matter presented on both the outside front cover 17b and inside front cover 17c (or front 125 panel 11a) of greeting card 10. In the example given, the T-shirt 51 is emblazoned with a picture of the bread delivery truck shown as the graphic matter 39 on front cover 17b and preferably to an enlarged scale. Since the 130 window 45 typically has a surface area which

is smaller than the surface area of the printed matter 53 on T-shirt 51 and since the T-shirt 51 is folded in such a way that only a small portion of printed matter 53 is exposed to view through window 45, the diagonally shaped region 57 of front surface 11a adjacent to window 45 is preferably provided with printed matter 57a, showing a reduced scale version of the T-shirt 51 which depicts the contents of housing 11 and is, therefore, helpful in inducing the potential purchaser to purchase the greeting card package 10.

Fig. 1b shows the position of flaps 21 and 23 when the greeting card package 10 is positioned on a display rack, for example. A small tab 59, shown in dotted fashion, having a pressure sensitive adhesive on one surface thereof, is applied to exposed marginal portions of flaps 21 and 23 to retain the flaps 21, 23 in the position shown in Fig. 1b.

When the purchaser has selected a greeting card package suitable for the desired occasion and has selected a greeting card package containing an item of wearing apparel of a size appropriate for the recipient of the greeting card package, tab 33 is torn along perforation 35 and may be discarded. Flaps 21 and 23 are then swung from the position shown in Fig. 1b in the direction of arrows 61 and 63 shown in Fig. 1c until the flaps 21 and 23 are moved to the position covering front cover 17 as shown in Fig. 1d and with a marginal portion of flap 21 overlying a marginal portion of flap 23. The cover strip 31 is removed to expose the region covered by the pressure sensitive adhesive 29. The pressure sensitive adhesive 29 is pressed against the surface of flap 21 to seal flaps 21, 23 to one another. Score lines 21a and 23a are aligned with the top and bottom edges 17a and 17d of the front cover 17 enabling flaps 21 and 23 to neatly bend along these score lines to form a neat, compact package suitable for mailing. Surface 11b is provided with a region 65 for placing the address of the recipient, a region 67, for placing the address of the sender and a region 69 for receiving a stamp or stamps 71 suitable in face value to cover the mailings costs for package 10.

The package 10 may be opened by the recipient by pulling on either the left-hand end 73a or right-hand end 73b of an elongated strip 73 defined by sawtooth-like slits 74 and 75 preferably die-cut into flap 23 and enabling strip 73 to be torn away from the body of flap 23 so as to separate flap portion 23b from flap portion 23c, enabling flap 21, together with portion 23c and flap portion 23b to be swung from position shown in Fig. 1d substantially to the position shown in Fig. 1b, thereby exposing front cover 17. The recipient may then swing front cover 17 open revealing the message provided inside the greeting card 10.

The printed matter in region 57 as well as

window 45, indicates the presence of the article of wearing apparel within housing 11. The article of wearing apparel, for example, a T-shirt 51, may be removed by opening either top closure flap 77 or bottom flap 79 to gain access to the interior of the greeting card package housing 11. Since flap assemblies 77 and 79 are substantially identical to one another, only one will be described herein for purposes of simplicity. Flap 79 shown, for example, in detail in Figs. 1f and 1g, is integral with front face 11a and hingedly connected thereto along score line 79a. Flap 79 folded in half along score line 79b forming flap portions 79c and 79d. A slot is provided at each end of flap 79 in alignment with score line 79b. Slot 79e is shown in Fig. 1f and slot 79f is shown in Fig. 1g. A pair of tabs 81 and 83 (note also Fig. 1c) integral with sides 11d and 11c are hingedly connected thereto along score lines 11d-1 and 11c-1 respectively. Flaps 81 and 83 are bent inwardly to overlie the opening formed at the bottom end of housing 11. To close and seal the housing 11, flap portion 79d is inserted into the interior of the housing 11 so that its opposite ends are positioned between surface 11b and the edges of the tabs, such as for example, edge 83a of tab 83. Flap portion 79d is lowered until slot 79f is aligned with edge 83 at which time tab 83 locks flap 79 into position releasably sealing the bottom of housing 11. Flap 77 functions in the same manner.

In order to open housing 11, either flap 77 or 79 is lifted away from the locking position to gain access to the interior of the housing 11. The article of wearing apparel, for example a T-shirt 51, is removed from the housing and unfolded and may be worn at the pleasure of the recipient. As shown in Fig. 4, T-shirt 51 has printed matter 53 emblazoned on the chest which is common with the message or other printed matter shown at 39, 37, 41 and 43 and cooperatively forming the greeting card message. In one preferred embodiment, the T-shirt is further provided with an impression of a replica of a cancellation stamp typically affixed to a piece of mail by the postal system. Thus the recipient of the greeting card gift may share the message of the greeting card with the world at large by wearing T-shirt 51, and indicating to the world at large that the wearer of the T-shirt has been the recipient of such a gift and further indicating that the giver has conveyed a message to the recipient in accordance with the printed matter 53 provided upon the T-shirt.

Figs. 2a through 2e show another alternative embodiment 100 of the greeting card gift package which is comprised of a single sheet of stiff material such as, for example, stiff paper board substantially cut into a rectangular form and provided with score lines 101

and 103, enabling the sheet to be neatly bent to form a front cover 105, spine 107 and a back cover 109 defined by an outside back cover portion 111 and an inside back cover portion 113 integrally joined to outside back cover portion 111 by a score line 114 which functions as a hinged connection back cover portion 111 and inside back cover portion 113.

Inside back cover 113 is provided with a large rectangular shaped slot 113a. A dish-shaped transparent enclosure 116 having a central portion 116a, sidewalls 116b through 116e and a continuous integral flange extending outwardly from each sidewall and defined by flange portions 116b-1 through 116e-1, is mounted so that its central portion 116a and sidewalls 116b through 116e extend through opening 113a in inside back cover 113. The continuous flange defined by flange portions 116b-1 through 116e-1 rests against the marginal portion of the surface of inside back cover 113 which is disposed against the confronting surface of outside back cover 111. A suitable adhesive (not shown) is applied to the confronting surfaces of outside back cover 111 and inside back cover 113 to seal members 111 and 113 to one another and thereby to maintain transparent dish-shaped enclosure 116 in position. An article of wearing apparel, preferably a T-shirt, in neatly folded and placed within the transparent enclosure 116. The structure formed by cover members 111 and 113 and transparent enclosure 116 is frequently referred to as a "blister-pack" structure. As an alternative arrangement, inside back cover 113 may be omitted and the flange portions 116b-1 through 116e-1 may be secured to the inside surface of back cover 111 or, if desired, to the inside surface of front cover 105.

Outside back cover 111 is provided with an upwardly extending tab 117. Elongated perforation 119 facilitates the tearing away of tab 117 from outside back cover 111. Tab 117 is preferably provided with indicia on surfaces 117a and 117b to facilitate selection of the greeting card package 100 by identifying the occasion for which the card is appropriate, as well as identifying the size of the item of wearing apparel contained within the package.

Printed matter 121 is provided on front cover 105 and a continuation of such printed matter may be provided as shown at 123 at inside front cover 105a. Printed matter as shown at 125 may be provided on inside back cover 113, which printed matter is typically a continuation of the message provided on outside front cover 105. A card 127 inserted within the transparent member 116 forming part of the "blister-pack" is provided with a reduced scale replica 129 of the T-shirt housed within the "blister-pack" and showing the design 131 provided on the T-shirt.

Outside back cover 111 is shown as being scored at 131a, 131b and 131c to enable a tearaway tab portion 133 defined by score lines 131a-131c to be pulled away from the main body of outside back cover 111 to facilitate removal of the T-shirt housed within the "blister-pack" structure 111, 113, 116.

The greeting card package 100 as shown in Figs. 2a and 2b is suitable for placement upon a display rack, for example. Once the purchaser selects a card appropriate for the occasion and containing an item of wearing apparel of a size appropriate for the recipient, the tab 117 may be torn along perforation 119 and discarded. The greeting card package 100 is then placed into the open end 135a of a mailer 135 which is comprised of a box-shaped housing having front and back surfaces 137 and 139, side surfaces 141 and 143 and top and bottom closure flaps 145 and 147. The greeting card package 100 is placed inside mailer 135, which is preferably formed of a suitable stiff cardboard or paper-board to protect greeting card package 100 from being crushed. The size of mailer 135 is chosen so that its internal dimensions are preferably only slightly greater than the external dimensions of greeting card package 100 so that the package 100 neatly fits in mailer 135 and substantially occupies the entire volume of mailer 135.

Flap 145 is preferably provided with a pressure sensitive adhesive 149 covered by a cover strip 151 shown partially lifted away from the pressure sensitive adhesive 149, to enable flap 145 to be sealed to the upper marginal portion of surface 137.

As shown best in Fig. 2e, surface 139 is provided with a region 139a for receiving the address of the recipient, a region 139b for receiving the address of the sender and a region 139c for receiving a postage stamp or stamps. The recipient of greeting card package 100 may remove the greeting card package 100 from the mailer 135 by opening either one of the closure flaps 145 or 147. The greeting card package may be observed in the same manner as the greeting card 10 shown in Figs. 1a and 1c, for example. The T-shirt 51 may be removed from the "blister-pack" enclosure by pulling tearaway tab 33 away from the main body of outside back cover 111 and the T-shirt 51 may be worn at the pleasure of the recipient. The package 100 of Figs. 2a through 2e also achieves all of the objectives set forth in the description of the package 10 of Figs. 1a through 1g.

A third embodiment of the present invention is shown in Figs. 3a and 3b and is comprised of a greeting card package 200 and cooperating mailer 225. Greeting card package 200 is preferably formed from a blank of suitable stiff material such as paper-board which is cut out and provided with score lines 201, 203 and 205. The blank

from which the greeting card package 200 is formed is provided with flaps 207 and 209 which are integral with front cover 211 and hingedly connected thereto along score lines 203 and 205. Back cover 213 is integral with front cover 211 and is hingedly connected thereto along score line 201. The blank is bent along score line 201 to move front and back covers 211 and 213 to the position shown in Fig. 3a. The blank is further bent along score lines 203 and 205 to bring flaps 207 and 209 into engagement with horizontally aligned and vertically aligned exterior marginal portions of back cover 213. A suitable adhesive or other suitable fastening means may be utilized to permanently secure flaps 207 and 209 to back cover 213.

A tab 215 extends upwardly from the top edge of back cover 213. An elongated perforation 217 facilitates the tearing away and removal of the tab 215 from the greeting card package.

The front cover 211 is provided with printed matter 219 representing a message to be conveyed by the greeting card. A continuation of the message, in the form of printed matter 221, may be provided on the surface of back cover 213. In addition, a replica 215 showing a T-shirt in reduced scale is arranged on the back cover 213 shows the design and/or message 217 provided on the T-shirt housed within greeting card package 200. The T-shirt is neatly folded and inserted into package 200 through the upper open end 219. Tab 215 may be provided with indicia to identify the particular occasion for which the card is suited and the size of the item of wearing apparel contained within greeting card package 200, which indicia may be printed on both sides 215a and 215b of tab 215.

The greeting card package 200 may be displayed on a suitable display rack in the manner shown in Fig. 3a. Once the potential purchaser has selected the desired card, tab 215 may be torn away and discarded and greeting card package 200 may then be placed within mailer package 225 which may be substantially identical to package 200 in that it is comprised of front and back covers 227 and 229 and flaps 231 and 233 which are substantially identical to front and back covers 211 and 213 and flaps 207 and 209, respectively. Mailer 225 is provided with an additional flap 233 integral with back cover 229 and hingedly connected thereto along score line 235. A pressure sensitive adhesive 237 is arranged along a marginal portion of flap 233 and is covered with a cover strip 239 which may be pulled away from the pressure sensitive adhesive 237. Greeting card package 200 is slipped into mailer 225 through open end 241, after removing tab 215. Cover strip 239 is removed and flap 233 is swung in the direction of arrow 243 to

bring flap 233 against the upper marginal portion of front cover 227 so that the pressure sensitive adhesive in region 237 seals flap 233 to front cover 227.

The back side 229 of mailer 225, although not shown for purposes of brevity, may be provided with regions for receiving the address of the recipient, the address of the sender, and a postage stamp or stamps in substantially the same manner as shown, for example, in Figs. 1e and 2e. The recipient may then open mailer 225 to remove the greeting card package 200 having the message portions 219 and 221. Back cover 213 further indicates to the recipient that the greeting card package 200 contains a T-shirt as represented by the reduced scale replica thereof. The recipient thus has the added benefit of being continually reminded of the message presented by the greeting card long after the greeting card is discarded, each time the recipient wears the T-shirt.

Each of the embodiments of the combination greeting card/gift package has the capability of conveying messages at five levels not heretofore capable of being conveyed by greeting cards per se or T-shirts per se. They are as follows; assuming the message is "I Love You":

1. The greeting card conveys a message from the sender to the recipient, for example, the message "I love you";
2. The message printed on the T-shirt is conveyed to the world by the sender, the message being "This person is loved";
3. The message printed on the T-shirt is conveyed to the world by the recipient, the message being "I (the recipient) have received this message";
4. The message printed on the T-shirt is conveyed to the world by the recipient, the message being "I am loved"; and
5. The message printed on the T-shirt is conveyed to the recipient by the sender, the message being "Please share my love for you with the world by wearing this T-shirt".

A latitude of modification, change and substitution is intended in the foregoing disclosure, and in some instances, some features of the invention will be employed without a corresponding use of other features. Accordingly, it is appropriate that the appended claims be construed broadly and in a manner consistent with the spirit and scope of the invention herein.

CLAIMS

1. A greeting card containing a message in accordance with the desired theme of the greeting card comprising:
 - an item of wearing apparel being folded to a compact size;
 - an enclosure receiving the folded item of wearing apparel;
 - a first member integral with said enclosure

and having a substantially planar surface portion;

a message being formed on said surface, and conveying the theme of said greeting card; and

5 said item of wearing apparel having printed matter provided thereon which is related to the theme of said card.

2. The greeting card of Claim 1 wherein said item of wearing apparel is a T-shirt.

10 3. The greeting card of Claim 2 wherein the printed matter on said item of wearing apparel comprised printed matter arranged generally in the region of the T-shirt which is clearly exposed to view when the T-shirt is worn.

4. The greeting card of Claim 1 wherein said enclosure comprises a blister-pack means enclosing said item of wearing apparel and having a transparent portion exposing the contents thereof.

5. The greeting card of Claim 4 further comprising a substantially flat member positioned within said blister-pack means and beneath said transparent portion having printed matter visible through said transparent portion and depicting the article of wearing apparel in reduced scale to indicate to the observer the contents of said blister-pack means.

6. The greeting card of Claim 5 wherein said first member is hingedly connected to said blister-pack means and is swingable from a first position overlying said transparent portion to a second position displaced from said transparent portion.

7. The greeting card of Claim 1 further comprising a tab extending from and joined to said enclosure along a perforated line; and printed matter on said tab indicating the size of the item of wearing apparel in said enclosure; and

said tab being removable along said perforation.

8. The greeting card of Claim 4 wherein said blister pack means comprises a dish-shaped transparent member and sealing means comprising a substantially flat backing member; and

50 said first member being hingedly joined to said backing member.

9. The greeting card of Claim 8 wherein said first member and said backing member define front and back covers of said greeting card hingedly joined to one another by means of a spine portion having a width substantially equal to the depth of said dish-shaped transparent member.

10. The greeting card of Claim 8 wherein said backing member is provided with a plurality of slits defining a tearaway tab to facilitate access to the interior of said blister-pack means for removal of the contents thereof.

11. The greeting card of Claim 4 further comprising mailer means having at least one opening communicating with a hollow interior

region for receiving and enclosing said greeting card and having a closure flap for releasably sealing said opening; and

70 at least one surface of said mailer means having portions for receiving the address of the recipient of the greeting card and for receiving a postage stamp or stamps.

12. The greeting card of Claim 9 wherein at least one of the inside surfaces of said front and back cover contains printed matter related to the frame of the greeting card and being a continuation of the printed matter arranged on the outside front face of said front cover.

13. The greeting card of Claim 1 wherein said enclosure comprises a substantially flat package including said first member and a second member, said first and second members being substantially planar rectangular shaped sheets joined to one another along three sides thereof, with the remaining fourth side of said sheets being displaceable from one another to enable an item of wearing apparel to be placed within the region between said rectangular sheets.

14. The greeting card of Claim 13 further comprising mailer means having at least one opening communicating with a hollow interior region for receiving and enclosing said greeting card and having a closure flap for releasably sealing said opening; and

at least one surface of said mailer means having portions for receiving the address of the recipient of the greeting card and for receiving a postage stamp or stamps.

15. The greeting card of Claim 13 wherein the outer surface of said second sheet is provided with printed matter which is a continuation of the message on said first member.

16. The greeting card of Claim 13 wherein the outer surface of said second sheet is provided with printed matter which depicts the contents of the enclosure in a reduced scale.

17. The greeting card of Claim 13 further comprising a tab extending from and joined to said enclosure along a perforated line; and printed matter on said tab indicating the size of the item wearing apparel in said enclosure; and

said tab being removable along said perforation.

18. The greeting card of Claim 1 wherein said enclosure comprises a box shaped enclosure having a length and a width substantially greater than the thickness thereof to provide a box-like enclosure which is relatively slender and has a substantially rectangular shaped front and rear major faces;

125 said first member being hingedly connected to the box-like enclosure along one edge of said front face and movable about said hinged connection from a first position substantially covering said front face to a second position uncovering said front face; and

swingable flap means integral with said box-like enclosure and movable from a first position covering said rear face to a second position covering said front face and enclosing said first member between said front face and said swingable flap means.

19. The greeting card of Claim 18 further comprising sealing means for sealing said flap means when in said second position.

20. The greeting card of Claim 18, wherein said second face is provided with at least portions thereof for receiving the address of the recipient and the postage stamps necessary for mailing.

21. A greeting card of Claim 19 wherein said flap means is provided with a pattern of slits defining a tearaway tab which may be pulled away from the main body of said flap means to permit said flap means to be moved towards said first position without disturbing said sealing means.

22. The greeting card of Claim 18 wherein said flap means comprises first and second flaps hingedly connected to opposing parallel edges of the rear face of said box-like housing.

23. The greeting card of Claim 22 wherein said parallel edges are aligned perpendicular to the edge of the front surface to which said first member is hingedly connected.

24. The greeting card of Claim 18 wherein said front face is provided with a window to permit observation of the contents thereof.

25. The greeting card of Claim 24 wherein said window is covered with a transparent sheet.

26. The greeting card of Claim 24 wherein said front face is provided with printed matter showing the contents of the enclosure at a reduced scale.

27. The greeting card of Claim 22 further comprising releasable sealing means affixed to adjacent marginal surface portions of said first and second flaps for releasably maintaining said first and second flaps in said first position.

28. The greeting card of Claim 3 wherein a likeness of a stamp cancellation is formed on said T-shirt in proximity with the printed matter provided thereon to convey the message to observers of the T-shirt that T-shirt was mailed or otherwise given to the wearer.

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